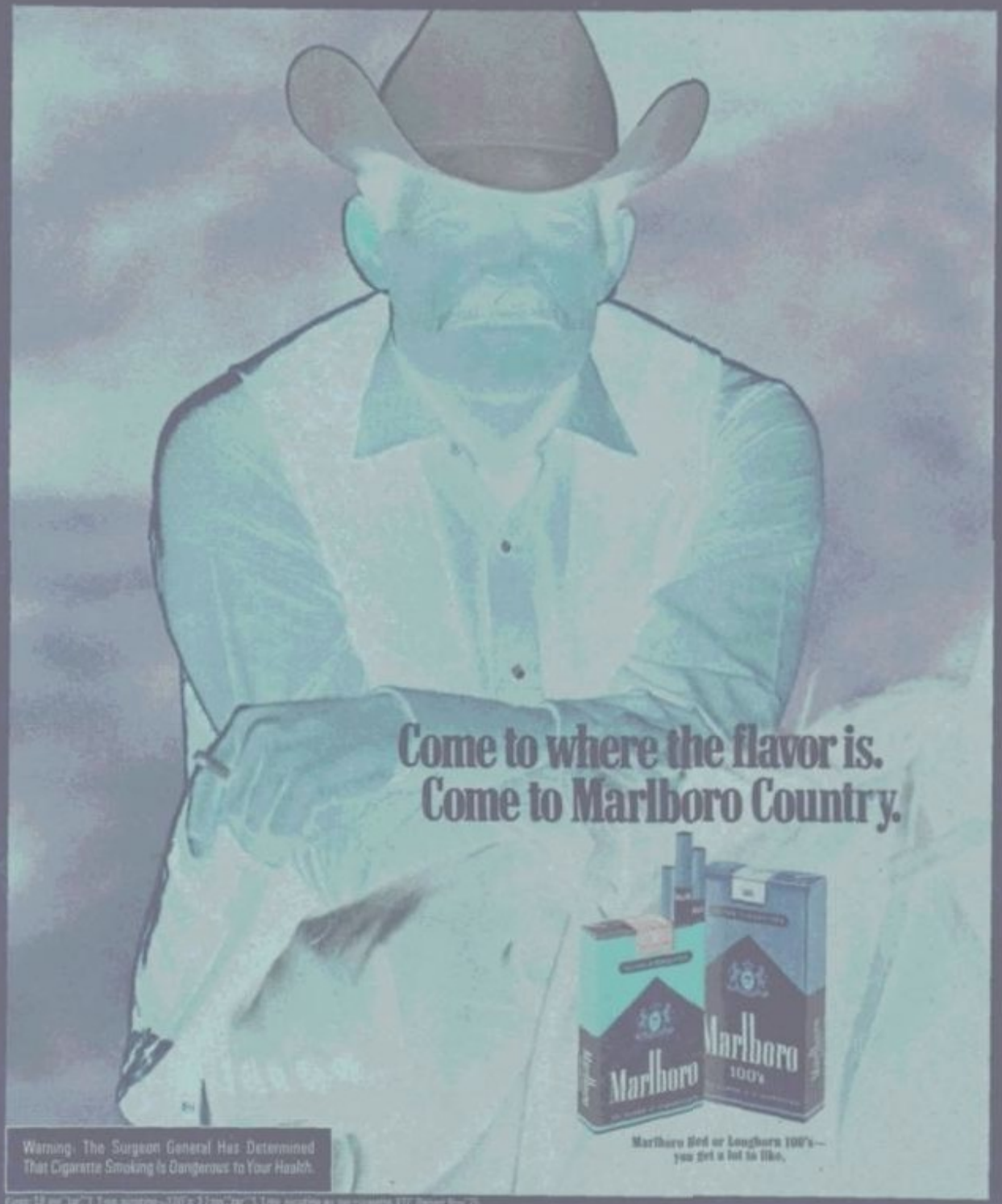
LEO BURNETT U.S.A.
Ad No. 7761 – Weekly Reminder – Reg. No. 22373 – Page – 4 c. – 9⅞ x 12 in. – Rolling forms, 1976 (A)
Printed in U.S.A.



Kings: 18 mg. "tar," 1.1 mg. nicotine—100's: 17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Nov.'75

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Source: https://www.industrydocuments.ucsf.edu/docs/zjxn0003

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